

BUILDING AN INCLUSIVE LEADERSHIP BASE

Oklahoma Main Street New Directors Training

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Offered by:
Oklahoma Main Street
October 20, 2020

Facilitated by:
Norma Ramirez de Miess
Director of Leadership Development
National Main Street Center

**BUILDING AN INCLUSIVE REVITALIZATION PROGRAM...
WHAT DOES IT MEAN FOR MAIN STREET?**

We Believe that

Main Streets Are for Everyone

At the core of our approach to revitalization is a commitment to creating places of *shared prosperity, equal access to opportunity, and inclusive engagement...*

ECONOMIC VITALITY DESIGN PROMOTION ORGANIZATION

HOW DO WE KNOW IF WE'RE AN INCLUSIVE MAIN STREET?

- > We reflect it through our leadership base
- > We reflect it through our organizational culture
- > We reflect it through our communication
- > We reflect it through our programming

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UNDERSTANDING...

1. **our community's demographics**
2. **our district's make up**
3. **our leadership base**

Habit 5:
Seek First to Understand,
Then to be Understood

UNDERSTANDING OUR COMMUNITY'S DEMOGRAPHICS

<https://www.census.gov/quickfacts/OK>
 Google search: **US census quick facts for your community**

All Topics	United States	Oklahoma	Your Town
Population estimates, July 1, 2019, (V2019)	328,239,823	3,966,871	
PEOPLE			
Population			
Population estimates, July 1, 2019, (V2019)	328,239,823	3,966,871	
Population estimates base, April 1, 2010, (V2010)	308,758,105	3,751,582	
Population, percent change - April 1, 2010, (estimate base) to July 1, 2019, (V2019)	6.3%	5.0%	
Population, Census, April 1, 2010	308,745,528	3,751,581	
Age and Sex			
Persons under 5 years, percent	△ 6.0%	△ 6.0%	
Persons under 18 years, percent	△ 22.3%	△ 24.1%	
Persons 65 years and over, percent	△ 16.3%	△ 16.1%	
Female persons, percent	△ 50.8%	△ 50.0%	
Race and Hispanic Origin			
White alone, percent	△ 78.3%	△ 74.0%	
Black or African American alone, percent (H)	△ 12.8%	△ 11.9%	
American Indian and Alaska Native alone, percent (H)	△ 1.3%	△ 5.4%	
Asian alone, percent (H)	△ 5.9%	△ 2.4%	
Native Hawaiian and Other Pacific Islander alone, percent (H)	△ 0.2%	△ 0.2%	
Two or More Races, percent	△ 2.8%	△ 6.3%	
Hispanic or Latino, percent (H)	△ 18.5%	△ 11.1%	
White alone, not Hispanic or Latino, percent	△ 60.1%	△ 63.0%	
Population Characteristics			
Visitors, 2014-2018	18,611,432	273,877	
Foreign born persons, percent, 2004-2009	13.0%	6.0%	

UNDERSTANDING OUR DISTRICT'S MAKE-UP...

- Total number and types of businesses in your district
- Number of businesses owned by people over 65
- Number of businesses owned by people under 40
- Number of businesses minority-owned
- Type of minority-owned businesses

- ACCOMMODATIONS AND FOOD SERVICES
- ADVERTISING AND PUBLIC RELATIONS
- ARTS, ENTERTAINMENT, AND RECREATION
- BUSINESS OPERATIONS
- CONSTRUCTION
- FINANCIAL AND CREDIT SERVICES
- HEALTH AND HUMAN SERVICES
- INFORMATION
- MANUFACTURING
- MINING, QUARRYING, AND OIL AND GAS EXPLORATION
- RETAIL
- TRANSPORTATION AND UTILITIES
- WHOLESALE TRADE

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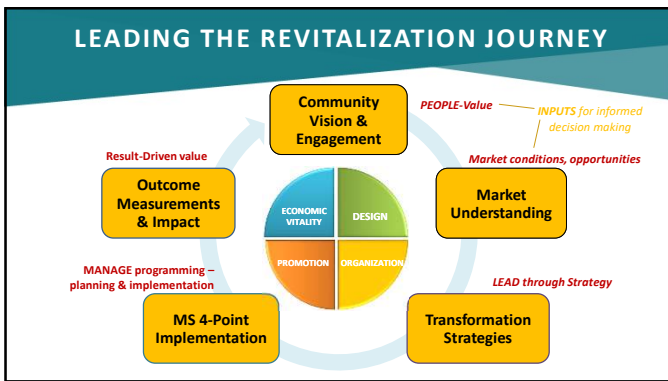
BUILDING AN INCLUSIVE ORGANIZATIONAL CULTURE / STRUCTURE

- Our Intention – labor or leadership?
- Our Messaging –
 - A. General or defined?
- Our Tools & Activities

EXERCISE:

- + Look at your program's facebook page number of followers (FF)
- + Look back at your community's total population (CP)
- + Figure out your potential reach

Potential Reach = (FF/CP) * 100



Facilitated by Norma Ramirez de Miess, National Main Street Center
Tuesday, October 20, 2020

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THE MAIN STREET DIRECTOR'S MULTIFACETED ROLES

- A. Elevating our roles to **LEAD**
- B. Project versus **PROGRAM MANAGER**
- C. When to take the "DOer" role?
- D. Establishing a strong position
 - i. Self
 - ii. Within my organization
 - iii. District
 - iv. Community





MAIN STREET AMERICA
Nationally recognized.
Locally powered!



OKLAHOMA
MAIN STREET

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Preparing for Thursday's Session:

List **three professional values** you believe are a "must" for Main Street Directors/staff to be effective in Main Street.



Thank You
